

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: William M. Reller and Sean Patrick Nolan

Title: SELECTING ADS FOR A WEB PAGE BASED ON
KEYWORDS LOCATED ON THE WEB PAGE

Application No.:

Filing Date: October 27, 2003

Examiner/Unit:

Attorney Docket No.: 2179-1-3

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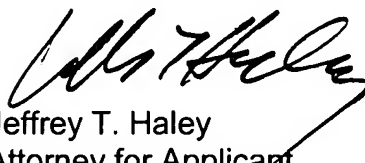
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Respectfully submitted,

GRAYBEAL JACKSON HALEY LLP

A handwritten signature in black ink, appearing to read 'Jeffrey T. Haley', is written over the printed name.

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Application Number

Filing Date

October 27, 2003

First Named Inventor

William M. Reller

Art Unit

Examiner Name

Attorney Docket Number	2179-1-3
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Art Unit

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Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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